

From: [Keigwin, Richard](#)
To: [Russell Wasem](#)
Cc: [Anderson, Neil](#)
Subject: Re: Fw: Rodenticides Communication Strategy
Date: Wednesday, January 30, 2013 8:00:10 AM

We can call from my office. Thanks!

From: Russell Wasem
To: Richard Keigwin
Cc: Neil Anderson
Date: 01/30/2013 07:49 AM EST
Subject: Re: Fw: Rodenticides Communication Strategy

We have most and can track down the rest by 11. Should I reserve a conference room or will we make these calls in your office?

From: Richard Keigwin/DC/USEPA/US
To: Neil Anderson/DC/USEPA/US@EPA, Russell Wasem/DC/USEPA/US@EPA
Date: 01/30/2013 07:36 AM
Subject: Fw: Rodenticides Communication Strategy

Can you and Rusty join me for the calls to the companies? I presume you have telephone numbers. Thanks!

----- Forwarded by Richard Keigwin/DC/USEPA/US on 01/30/2013 07:35 AM -----

From: Anne Overstreet/DC/USEPA/US
To: Richard Keigwin/DC/USEPA/US@EPA, Neil Anderson/DC/USEPA/US@EPA, Laura Parsons/DC/USEPA/US@EPA, Russell Wasem/DC/USEPA/US@EPA, Darlene Dinkins/DC/USEPA/US@EPA, Robert Perlis/DC/USEPA/US@EPA, Carol Stangel/DC/USEPA/US@EPA
Cc: Robert McNally/DC/USEPA/US@EPA, Jay Ellenberger/DC/USEPA/US@EPA, Yvette Hopkins/DC/USEPA/US@EPA
Date: 01/30/2013 07:33 AM
Subject: Fw: Rodenticides Communication Strategy

Team,

Attached is the most recent OPA approved comm strat below. It includes the press release, web links and updated social media messages. I hope you find this helpful in our outreach efforts today.

Thanks to everyone for making this run so smoothly thus far. Now, let's roll this out!

Anne Overstreet, Chief

Communication Services Branch

Field and External Affairs Division

Office of Pesticide Programs

Environmental Protection Agency

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(703)308-8068

----- Forwarded by Anne Overstreet/DC/USEPA/US on 01/30/2013 07:27 AM -----

From: Anne Overstreet/DC/USEPA/US

To: "Steven Bradbury" <Bradbury.Steven@epamail.epa.gov>, "Zaida Figueroa" <Figueroa.Zaida@epamail.epa.gov>, "Sherry Sterling" <Sterling.Sherry@epamail.epa.gov>

Cc: Kelly Sherman/DC/USEPA/US@EPA, Darlene Dinkins/DC/USEPA/US@EPA, Robert McNally/DC/USEPA/US@EPA, Jay Ellenberger/DC/USEPA/US@EPA

Date: 01/30/2013 07:26 AM

Subject: Rodenticides Communication Strategy

Attached is the most recent Rodenticides Communication Strategy which reflects edits from OPA. Note that the internal alert issuance is listed as "done" but won't be sent until 8AM. I have also included the OPA approved press release language.

[attachment "Rodenticide Comm Strat 1-30-13.doc" deleted by Russell Wasem/DC/USEPA/US]

Anne Overstreet, Chief

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